

CHECKLIST: PERSUASIVE WRITING.

Features of persuasive writing

What sort of **persuasive writing** is it?

e.g. letter, poster/flyer, travel brochure, advert, catalogue, book blurb etc.

Is the **point of view** clearly explained in an **introduction**?

Is there a **series of points** with **elaboration**?

(Elaboration means adding more detail.)

Is it in the **present tense**?

Does it use **logical connectives**?

e.g. because, consequently, as a result, however, nevertheless etc.

Does it use **emotive language** (e.g. strong adjectives)?

Does it force the opinion by challenging the reader?

e.g. using adverbs and phrases; Clearly, Surely, Obviously, Everyone knows that.. etc

Is there a **clear conclusion** or **final statement**?